



WFLX

## ORDER

Print Date 10/24/12

Page 1 of 2

Flight Dates 10/30/12-11/06/12Order Sep 00:15:00Contract / Revision 840405 /Product

FL Dem Party (Sachs, Bruno, Smith

Estimate #

Alt Order # 06393970

Original Date / Revision  
10/24/12 10/24/12Agency Com 15%Billing Type CashAdvertiser Florida Democratic PartyBilling ContactOrder Type PoliticalBilling Cycle EOM/EOCBilling Calendar BROADCASTAgency Dudley Media919 Catherine Street  
Philadelphia, PA 19147Demographic A35+Buying ContactRev Codes Agency Political Pol-Candid919 Catherine Street  
Philadelphia, PA 19147Sales Office H-DCProduct Codes PL500Sales Region NationalPriority P 2Agency RefAdvertiser RefPrimary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	24	\$4,721.75	\$5,555.00	0.00	10/29/12	11/06/12	24	\$4,721.75	\$5,555.00
Totals	24	\$4,721.75	\$5,555.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/30/12	11/02/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$100.00		0.00			
E 2	WFLX	11/05/12	11/06/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$100.00		0.00			
E 3	WFLX	10/30/12	11/02/12	MAURY 9A MAURY POVICH	Comm	9-10A	-TWTF--	:30	4	\$130.00	P 2	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



**NAB**

BROADCASTERS

**AGREEMENT FORM FOR  
POLITICAL BROADCASTS**STATION and LOCATION WFLX-TV West Palm Beach, FL Date 10-26-12I, Dudley Media (on behalf of) Florida Democratic PartyA legally qualified candidate of the Democratic political party for the office of Fl. State SenateIn the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
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- See Attached -

WFLX #835036 10051.25  
WFLX #840405 4721.25

Date of First Broadcast	Date of Last Broadcast
10-30-12	11-6-12

Total Charges:

\$ 14,772.50 net

The broadcast time will be used by Florida Democratic Party - Sachs/Brunn/Smith  
I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Brunn/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least \_\_\_\_\_ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including: applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal offices).

Date 10-26-12[Signature]  
(Candidate or Agent) Bob Dudley☒ Accepted☐ RejectedBy [Signature]Title GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b> John Heislman	<b>STATION:</b> WFLX
<b>FROM:</b> Will Hildebrandt	<b>HRP OFFICE:</b> WASHINGTON, DC

**REQUEST RECEIVED FROM**

**DATE:** 9-20-12

<b>BUYER:</b> Bob Dudley
<b>AGENCY:</b> Dudley Media
<b>ADDRESS:</b> 919 Catharine Street, Philadelphia PA 19147
<b>PHONE #:</b> 215 923 8812
<b>FAX #:</b>
<b>OTHER:</b>

**AVAILS FOR**

<b>COMMITTEE:</b> Florida Democratic Party: Sachs, Bruno, Smith
<b>CHAIRPERSON:</b>
<b>TREASURER:</b> Alma Gonzlez
<b>ADDRESS:</b> 214 Bronough St Tallahassee, FL 32301
<b>PHONE #:</b> 850 222 3411
<b>FAX #:</b>
<b>OTHER:</b>

**FOR**

<b>CANDIDATE:</b> Sachs, Bruno, Smith
<b>OFFICE:</b> State Senate
<b>PARTY:</b> Democrat

<b>DAYPARTS:</b> All
<b>SCHEDULE DATES:</b> As Ordered
<b>COMMERICAL LENGTH:</b> :30
<b>PROGRAMS:</b> All
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>



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<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Maria Sachs
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	14812 South Military Trail Delray Beach, FL 33445
<b>PHONE #:</b>	
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Maria Sachs
<b>OFFICE:</b>	State Senate
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	



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**AVAILS FOR**

<b>COMMITTEE:</b>	Frank Bruno
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	Po Box 2005 Daytona Beach, FL 32115
<b>PHONE #:</b>	386 341 2021
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Frank Bruno
<b>OFFICE:</b>	State Senate
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	



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<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Chris Smith
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	1740 Northwest 3 <sup>rd</sup> court Fort Lauderdale, FL 33311
<b>PHONE #:</b>	
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Chris Smith
<b>OFFICE:</b>	State Senate
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
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